

When choosing your Advertising Agency, demand this proof of constructive ability

Be sure its record shows that it has created advertisers, not just "secured accounts"

"Do you know the real reason that influenced us to select you as our advertising agency two years ago," asked the advertising manager of one of our customers the other day in the course of a discussion with several of us on the tests that a manufacturer ought to apply in choosing the agency which is best fitted to serve him.

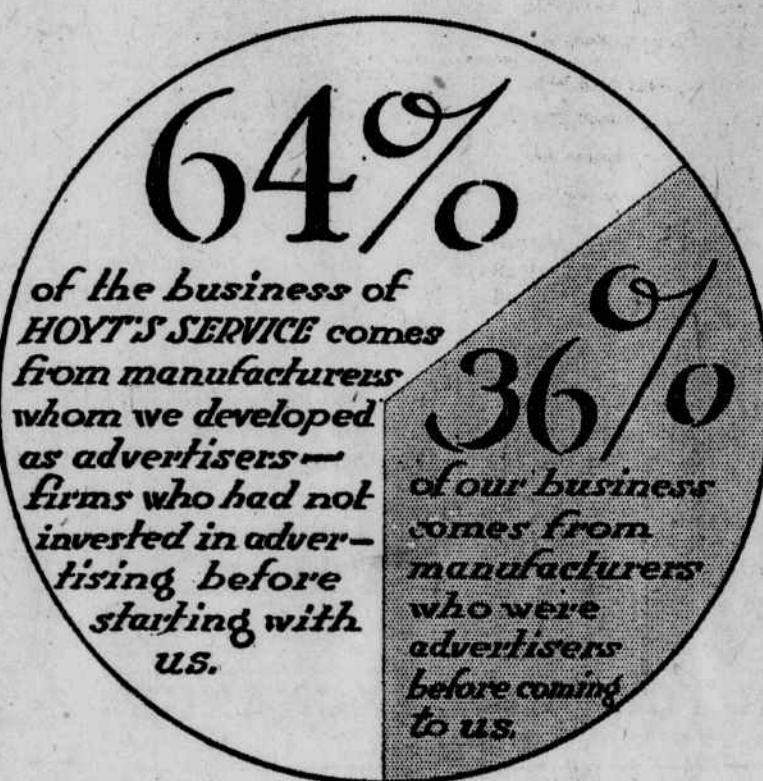
"It was your statement," he continued, "that from the first day you started in business, you concentrated on developing non-advertising manufacturers into successful advertisers. Some of your esteemed competitors had an imposing list of customers to hold up before us. But I did a little quiet delving into the history of those successes and found that, in most cases, they had not been secured by the agents in question until after the manufacturers had become successful advertisers.

"On the other hand, our investigation confirmed your claim that the majority of your customers had never advertised before they started with you, that their sales and advertising appropriations had steadily increased, and that they had stuck with you. Our executives concluded that an agency with such a record not only had the ability to produce good copy and art, but also had the merchandising experience, organization completeness and business judgment which we were seeking."

It is a fact that, since our business birth eleven years ago, we have acquired a reputation for developing large, successful advertisers out of manufacturers who previously had not utilized the power of advertising and were somewhat skeptical of its value. It is also a fact that these are the most difficult class of accounts for an agency to make succeed.

It is proverbial that the first year is the crucial period for a new advertiser. To conduct successfully a campaign for a manufacturer whose salesmen have had no experience in co-operating with the advertising, whose dealers have not been accustomed to it, whose name and brand are unknown to the consumer—that is a task which is in truth the real test of an agency's worth.

So it means much when we are able to say that, expressed in number of accounts, over two-thirds of our customers are firms who had never advertised before starting with us. Expressed in dollars, exactly 64% of our business for the past twelve months came from these firms.



What is even more important, the advertising appropriations of these customers have steadily grown year after year—which is another way of saying that their business has grown in the same, or usually greater, proportion.

For instance, the 1920 appropriations of all those original non-advertising manufacturers average 324% larger than their first year's appropriation with us.

Note that phrase "the appropriations of all those manufacturers average" a 324% increase. We can, as can almost any advertising agency, point to some conspicuous successes—firms whose sales and appropriations have increased tenfold to twentyfold in a few years. But the vital thing is the average increase of all accounts, because this proves the consistency and uniformity of the agency's service. So we point to the average increase of all

manufacturers who had never advertised before starting with us. This includes the customers who have been with us only two years as well as those who have been with us ten years; it also includes manufacturers hampered by restricted markets, by production difficulties and other conditions which made great expansion impossible.

And on that basis, an average increase of 324% for this year over the initial appropriations is eloquent evidence of what we have been able to accomplish for new advertisers.

Naturally, as our business grew, the work that we did for new advertisers attracted the attention of established advertisers who were not getting the results they had a right to expect. Their accounts were given to us, so that today 36% of our business comes from firms who had advertised before our relations with them began.

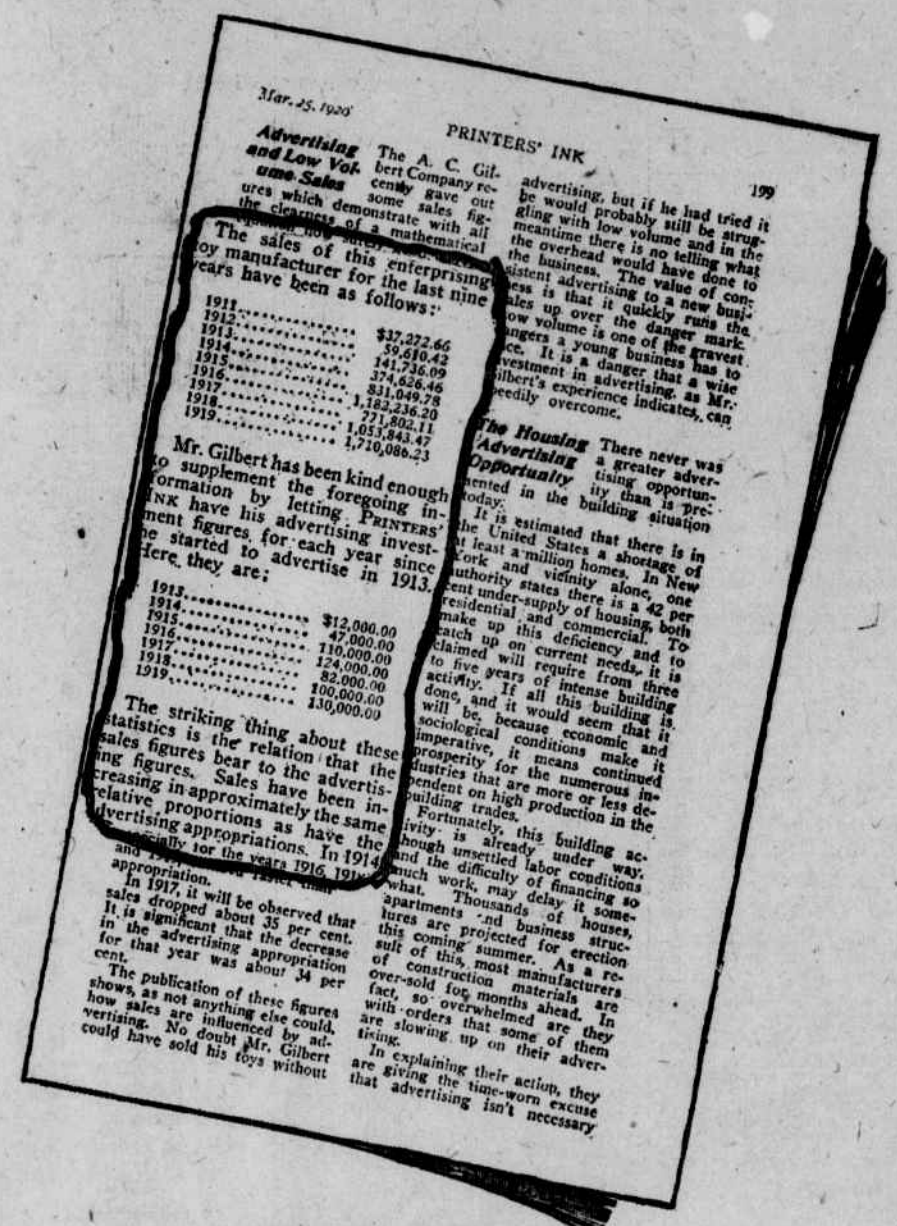
That our methods are equally effective when applied to their

marketing problems is shown by the fact that the 1920 appropriations of all of these old advertisers average 304% increase over their first year's appropriation with us—and the first year's appropriations of a number of them were quite substantial sums.

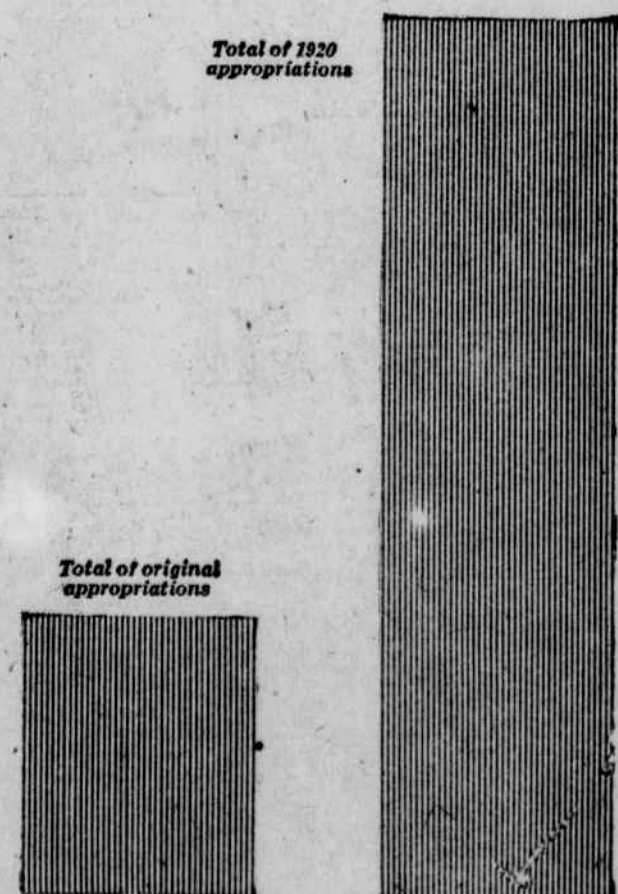
The proof of these results which we have been able to produce, is yours for the asking. Will you give one of us the opportunity to tell you in detail about our methods—to explain what we mean by *Planned Advertising*, the foundation upon which the marketing successes of our customers have been built?

Here is the list of those whom we serve. If you want to know what some of them, both old advertisers and new advertisers, say about us, write for the booklet, "Putting the Advertiser on the Witness Stand."

Art Metal The name of ONE company—not of an industry	Jamestown, N. Y.	The A. C. Gilbert Company Gilbert Toys and Polar Club Fan	New Haven, Ct.	Ohio Confection Company Cocoanut Ditties—Good—and Good for You	Cleveland, Ohio
Beacon Falls Rubber Shoe Co.	Beacon Falls, Ct.	Greist Mfg. Co.	New Haven, Ct.	Penn Tobacco Company Smoking and Chewing Tobaccos	Wilkes-Barre, Pa.
Top Notch Rubber Footwear		Mechanical Specialties	Burlington, Vt.	Phillips & Clark Store Company Andes System One Pipe Furnace	Geneva, N. Y.
Belle Mead Sweets Makers Sweets That Satisfy	Trenton, N. J.	The O. L. Hinde Company "Broadwinner" Children's Play Clothes	New York City	The Pico Company Pico's for Coughs and Colds	Warren, Pa.
The Billings-Chapin Company U. S. N. Deck Paint	Cleveland, Ohio	Hoffman Specialty Company Hoffman Valves—"More Heat from Less Coal"	Bridgeport, Ct.	President Suspender Company President Suspenders for Comfort	Shirley, Mass.
Joseph Burnett Company Burnett's Vanilla and Extracts	Boston, Mass.	The Ives Manufacturing Corp. Ives Trains	Cleveland, Ohio	Frank M. Prindle & Company Violet—the name of a Perfume, not a perfume	New York City
Churchill & Alden Co. Ballet and Trapesio Shoes	Brockton, Mass.	Klinker Manufacturing Co. Coco Bloom, Cocoa Butter Cream	Boston, Mass.	The Print-Biederman Company Printers—Distinction in Dress	Cleveland, Ohio
Compania Nacional de Perfumeria Biel de Vase Soap and Powder	Havana, Cuba	Kryptok Co., Inc. Kryptok Invisible Bicocals	Salem, Mass.	Russell Cement Company La Page's Glue and Signal Ink	Gloucester, Mass.
Cordley & Hayes XXth Century Water Coolers & Fibrotite Ware	New York City	Daniel Low & Company Mail Order Jewelry and Gifts	New York City	Salmond, Scrimshaw & Co. Industrial Construction	Arlington, N. J.
Cutler Desk Company "They Express Success"	Buffalo, N. Y.	Manhattan Soap Company Sweetheart Soap	New York City	Toy Mfrs. of the U. S. A., Inc. American-Made Toys	New York City
Frank E. Davis Company Mail Order Fish "Direct from Fishing Boats to You"	Gloucester, Mass.	The Manley-Johnson Corp. Fox's Improved Spiral Patties	New Haven, Ct.	Urbana Furniture Company Happy-Tyme Nursery Furniture	Urbana, Ohio
Dentinal & Pyorrhoeide Co. Pyorrhoeide Tooth Powder	New York City	The Mechanics Bank Better Banking Service	New York City	E. S. Wells Estate Rough-on-Rate	Jersey City, N. J.
The Dry Milk Company Kryolok Milk Flakes	New York City	Mercantile Bank of the Americas "An American Bank for Foreign Trade"	New York City	Geo. B. Woolson & Company Woolson's Economy Expense Book	New York City
Farnsworth, Hoyt Company Red-tinted Shoe Lining Makes Shoes Wear Longer	Boston, Mass.	National American Bank 2 West 40th Street—opposite the Library	New York City		



As a concrete example of our statement that the increase in the advertising appropriations of our customers indicates an even greater proportionate increase of their business, note the figures of the yearly sales volume and advertising expenditures of The A. C. Gilbert Company, with whom we have been associated from the very beginning of their advertising history. This record of growth—the details of which most firms hold confidential but which Mr. Gilbert gave to *Printers' Ink* in the interests of advertising—is typical of the majority of our customers.



The average increase of the appropriations of all our customers has been 314%

The 1920 advertising appropriations of all of the customers of Hoyt's Service, Inc.—including both manufacturers who had not advertised before starting with us and manufacturers who had been established advertisers—average 314% larger than their first year's appropriation with us. See explanation above.

Hoyt's Service, Inc.

PLANNED ADVERTISING

116 West 32nd Street, New York

Little Building, Boston, Mass.

Leader-News Building, Cleveland, Ohio

Third National Bank Building, Springfield, Mass.

MEMBERS: American Association of Advertising Agencies—Audit Bureau of Circulation—National Outdoor Advertising Bureau.